Mission
Mobilizing against gender violence through a new narrative of masculinity.

Title
President Asia Pacific, Heineken N.V.

Henry Crown Fellow Class XVIII
2014, Bones and Elephants

In His Words
“Tecate’s size, reach and credibility with men actually put us in a unique position to address one of the most pressing social issues in Mexico.”

Transform Responsible Consumption

In Mexico, two in three women are confronted by domestic violence during her lifetime. As the new CEO of Heineken Mexico, Dolf saw that Tecate, Heineken’s largest brand in Mexico, was leveraging traditional stereotypes around men and machismo storylines in their advertising.

He challenged the company to shift its thinking to not only avoid being part of the problem, but actually be part of the solution. The team developed and launched a unique commercial that addresses gender violence head on, stating that “real masculinity is the extent to which you respect women” and “if you don’t respect women, you are not one of us.” The commercial broke several important marketing conventions, going viral and reaching people in over 65 countries. It was awarded the prestigious Silver Lion Cannes, Gold Clio, Circulo d’Oro, Vital Voices of Solidarity awards. More importantly, the launch of the commercial started a wider dialogue across the company on how it viewed its responsibility in addressing social issues.

The experience allowed them to formulate a new brand manifesto around inclusive, modern masculinity and a new company mission across product line. They are currently expanding their efforts to support issues of domestic violence with national partners and nonprofits.